

IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

PATENT APPLICATION

Applicant(s): **Hendricks et al.**

Case: **SEDN/5205**

Serial No.: **09/973,083**

Filed: **October 10, 2001**

Examiner: **Shepard, Justin E.**

Group Art Unit: **2623**

Confirmation No: **5151**

Title: **INTERNALLY TARGETED ADVERTISEMENTS USING TELEVISION
DELIVERY SYSTEMS**

MAIL STOP AMENDMENT
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

RESPONSE UNDER 37 C.F.R. §1.111

SIR:

In response to the non-final Office Action mailed April 23, 2008, please enter this response and consider the claims pending in the application for the reasons discussed below.

In the event that an extension of time is required for this response to be considered timely, and a petition therefor does not otherwise accompany this response, any necessary extension of time is hereby petitioned for.

Applicants do not believe that any fee is due in connection with this response. In the event Applicants are incorrect, the Commissioner is authorized to charge any fee due, including extension of time and excess claim fees, to counsel's Deposit Account 20-0782/SEDN/5205.